



# Only in Seattle Initiative

Seattle City Council

Regional Development and Sustainability Committee

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Office of Economic Development

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# Neighborhood Business Districts: Approach

The Only in Seattle Initiative is a partnership between OED and neighborhood business districts to foster districts that:

- Allow small businesses to grow and flourish, making a positive contribution to the city's economic health;
- Reflect the unique character of the neighborhoods where they are located and contribute to their vitality; and
- Empower business owners to organize around a common vision and attract investment



*Columbia City*

# Neighborhood Business Revitalization: Building Blocks for Healthy Districts

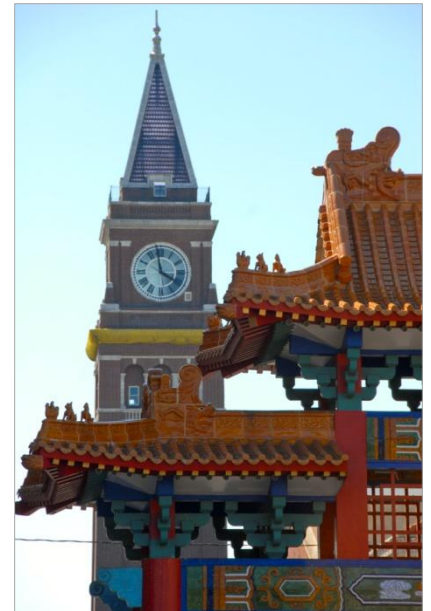


*Pioneer Square*

- Business and Retail Development
- Organizational Development
- Safety and Cleanliness
- Pedestrian Environment
- Marketing and Promotion

# Results to Measure

- Number of businesses and property owners engaged in their districts
- Street level vacancy rates
- Number of businesses served by trainings and technical assistance
- Public and private dollars invested in the districts as a result of the action plans
- Customers attracted to district through marketing and promotion



*Chinatown/International District*



# Chinatown/International District Business and Retail Development



*Chinatown/International District*



*Chinatown/International District*

# Beacon Hill

## Organizational Development



*Beacon Hill Merchants*



# Central District Clean and Safe



*Union Street Business Group*



*Thompson's Point of View, Central District*



# 12<sup>th</sup> Ave. (Capitol Hill to Central District)

## Pedestrian Environment



*12<sup>th</sup> Avenue benches*



*Current park site at 12<sup>th</sup> and E. James Court*



*12<sup>th</sup> Avenue benches*




*Woonerf example in another city*




# Columbia City

## Marketing and Promotion



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# Implications

Most successful neighborhood business district revitalization efforts have included:

- One strong, lead agency managing a coordinated effort;
- Unified vision for the business district to drive strategies and actions;
- Organized group of engaged stakeholders; and
- Dedicated staff to sustain and drive the work plan





# Moving Forward

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More business districts interested in this approach

- e.g. South Park → Investments in building organizational capacity among community and businesses will lead to a strategic plan to revitalize this neighborhood business corridor

Need to increase coordination and impact of City investments in neighborhood commercial districts

- Business districts identified essential needs that are responsibilities of other departments (e.g., alley repair and activation, arts and special events, graffiti removal, banners)

# City of Seattle's Office of Economic Development

[www.seattle.gov/economicdevelopment](http://www.seattle.gov/economicdevelopment)

[www.growseattle.com](http://www.growseattle.com)

[www.onlyinseattle.org](http://www.onlyinseattle.org)

[www.seattleinvestmentfund.com](http://www.seattleinvestmentfund.com)

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